



Buy Detail Report

Date: 10/22/20

Client: Independence Virginia PAC
Media: TV
Product: Independence Virginia PAC
Primary Demo: Adults 35+

Flight Start Date: 10/22/2012
Flight End Date: 11/4/2012

Vendor: WJLA

Affiliation: ABC

Flight 10/21-10/29											
Daypart	Daypart Code	COST	Wks	Mon	Tue	Wed	Thurs	Fri	Sat	Sun	Total Spots
Washington, DC											
WJLA-TV											
M-F 7a-8a	EM	\$1,800.00	30	3	1						4
GOOD MORNING AMERICA											
M-F 8a-10a	DT	\$1,400.00	30	3	1						4
LIVE W/ KELLY & MICHAEL											
M-F 10a-11a	DT	\$1,200.00	30	3	1						4
RACHAEL RAY											
M-F 11a-12n	DT	\$1,800.00	30	3	1						4
THE VIEW											
M-F 12n-1230p	DT	\$2,000.00	30	3	1						4
ABC 7 NOON NEWS											
M-F 1230p-1p	DT	\$1,200.00	30	3	1						4
MILLIONAIRE											
M-F 1p-2p	DT	\$1,200.00	30	3	1						4
THE CHEW											
M-F 3p-4p	EF	\$1,200.00	30	0	1						1
ANDERSON COOPER											
M-F 3p-4p	EF	\$1,200.00	30	3	0						3
ANDERSON COOPER											
M-F 4p-5p	EF	\$1,500.00	30	3	1						4
KATIE COURIC											
M-F 5p-6p	EN	\$1,800.00	30	3	1						4
ABC 7 NEWS AT 5PM											
M-F 6p-630p	EN	\$2,500.00	30	3	1						4
ABC 7 NEWS AT 6PM											
M-F 630p-7p	EN	\$7,000.00	30	3	1						4
WORLD NEWS TONIGHT ADJACENCY											

Flight 10/21-10/29											
Daypart	Daypart Code	COST	Wks	Mon	Tue	Wed	Thurs	Fri	Sat	Sun	Total Spots
Washington, DC											
WJLA-TV											
M-F 7a-8a	EM	\$1,800.00	30	3	1						4
GOOD MORNING AMERICA											
M-F 8a-10a	DT	\$1,400.00	30	3	1						4
LIVE W/ KELLY & MICHAEL											
M-F 10a-11a	DT	\$1,200.00	30	3	1						4
RACHAEL RAY											
M-F 11a-12n	DT	\$1,800.00	30	3	1						4
THE VIEW											
M-F 12n-1230p	DT	\$2,000.00	30	3	1						4
ABC 7 NOON NEWS											
M-F 1230p-1p	DT	\$1,200.00	30	3	1						4
MILLIONAIRE											
M-F 1p-2p	DT	\$1,200.00	30	3	1						4
THE CHEW											
M-F 3p-4p	EF	\$1,200.00	30	0	1						1
ANDERSON COOPER											
M-F 3p-4p	EF	\$1,200.00	30	3	0						3
ANDERSON COOPER											
M-F 4p-5p	EF	\$1,500.00	30	3	1						4
KATIE COURIC											
M-F 5p-6p	EN	\$1,800.00	30	3	1						4
ABC 7 NEWS AT 5PM											
M-F 6p-630p	EN	\$2,500.00	30	3	1						4
ABC 7 NEWS AT 6PM											
M-F 630p-7p	EN	\$7,000.00	30	3	1						4
WORLD NEWS TONIGHT ADJACENCY											

Flight 10/21-10/29											
Daypart	Daypart Code	COST	Wks	Mon	Tue	Wed	Thurs	Fri	Sat	Sun	Total Spots
Washington, DC											
WJLA-TV											
M-F 7a-8a	EM	\$1,800.00	30	3	1						4
GOOD MORNING AMERICA											
M-F 8a-10a	DT	\$1,400.00	30	3	1						4
LIVE W/ KELLY & MICHAEL											
M-F 10a-11a	DT	\$1,200.00	30	3	1						4
RACHAEL RAY											
M-F 11a-12n	DT	\$1,800.00	30	3	1						4
THE VIEW											
M-F 12n-1230p	DT	\$2,000.00	30	3	1						4
ABC 7 NOON NEWS											
M-F 1230p-1p	DT	\$1,200.00	30	3	1						4
MILLIONAIRE											
M-F 1p-2p	DT	\$1,200.00	30	3	1						4
THE CHEW											
M-F 3p-4p	EF	\$1,200.00	30	0	1						1
ANDERSON COOPER											
M-F 3p-4p	EF	\$1,200.00	30	3	0						3
ANDERSON COOPER											
M-F 4p-5p	EF	\$1,500.00	30	3	1						4
KATIE COURIC											
M-F 5p-6p	EN	\$1,800.00	30	3	1						4
ABC 7 NEWS AT 5PM											
M-F 6p-630p	EN	\$2,500.00	30	3	1						4
ABC 7 NEWS AT 6PM											
M-F 630p-7p	EN	\$7,000.00	30	3	1						4
WORLD NEWS TONIGHT ADJACENCY											

Flight 10/24-10/29

Please Book & Confirm ASAP
Please Sign & Fax Back

X *[Signature]*



Buy Detail Report

Date: 10/22/20

Client: Independence Virginia PAC
Media: TV
Product: Independence Virginia PAC
Primary Demo: Adults 35+

Flight Start Date: 10/22/2012
Flight End Date: 11/4/2012

Vendor: WJLA

Affiliation: ABC

Daypart	Daypart Code	COST	Wks	Mon	Tues	Wed	Thurs	Fri	Sat	Sun	Total Spots	Adults 35+		Adults 55+		Men 25-34	
												RTG	CPP	RTG	CPP	RTG	CPP
Washington, DC																	
WJLA-TV																	
M-F 7p-7:30p	PA	\$7,000.00	30	3	1						4	4.3	\$1,827.91	8.4			1.2
WHEEL OF FORTUNE																	
M-F 7:30p-8p	PA	\$8,000.00	30	3	1						4	5.2	\$1,938.46	10.1			2.0
JEOPARDY																	
M 8p-10p	PT	\$18,000.00	30	0	2						2	7.0	\$9,000.00	10.4			2.4
DANCING WITH THE STARS																	
M 10p-11p	PT	\$12,000.00	30	0	1						1	8.6	\$2,571.43	5.3			1.7
CASTLE																	
W 8p-9p	PT	\$15,000.00	30	1	0						1	4.7	\$1,518.18	2.7			1.1
THE MIDDLE/THE NEIGHBORS																	
W 10p-11p	PT	\$15,000.00	30	1	0						1	4.9	\$3,181.48	3.2			1.1
NASHVILLE																	
Th 10p-11p	PT	\$20,000.00	30	1	0						1	5.9	\$3,873.47	4.8			1.5
SCANDAL																	
F 8p-9p	PT	\$10,000.00	30	1	0						1	4.3	\$3,388.83	3.9			2.0
SHARK TANK																	
Su 7p-8p	PT	\$8,000.00	30	1	0						1	2.2	\$2,325.58	2.8			3.1
AFR-V																	
Su 10p-11p	PT	\$18,000.00	30	1	0						1	4.3	\$3,636.36	3.0			1.4
666 PARK AVENUE																	
M-F 11p-11:35p	LN	\$4,000.00	30	3	1						4	3.6	\$4,186.05	4.3			0.5
ABC 7 AT 11 M-F																	
M-F 11:35p-1205a	LF	\$3,000.00	30	3	1						4	1.9	\$1,111.11	2.4			0.4
NIGHTLINE																	
Sa 7a-8a	WK	\$500.00	30	1	0						1	1.1	\$1,578.95	1.7			0
GMA SATURDAY																	
																	\$0.00



Buy Detail Report

Date: 10/22/20

Client: Independence Virginia PAC
Media: TV
Product: Independence Virginia PAC
Primary Demo: Adults 35+

Vendor: WJLA

Flight Start Date: 10/22/2012
Flight End Date: 11/04/2012

Affiliation: ABC

Daypart	Daypart Code	COST	Wks	Mon	Tue	Wed	Thur	Fri	Sat	Sun	Total Spots	Adults 35+		Adults 18+		Men 25-34		
												RTG	CPP	RTG	CPP	RTG	CPP	
Washington, DC																		
WJLA-TV																		
Sa 7p-7:30p	WK	\$9,000.00	30	1	0						1	2.8	5.1			1.1		
WHEEL OF FORTUNE												\$1,153.05	\$988.24	\$988.24		\$2,727.27		
Sa 7:30p-8p	WK	\$9,000.00	30	1	0						1	2.7	4.9			3.2		
JEOPARDY												\$1,111.11	\$923.00	\$923.00		\$937.50		
Su 8a-9a	WK	\$900.00	30	1	0						1	0.9	1.5			0.2		
GMA SUNDAY												\$1,000.00	\$800.00	\$800.00		\$4,500.00		
Su 9p-7p	WK	\$2,400.00	30	1	0						1	2.7	3.6			6.6		
ABC 7 NEWS SUNDAY 6p												\$888.89	\$886.67	\$886.67		\$363.64		
Total Spots: 59 16												78	241.7	305.0		52.6		
Total GRP/GIMP(\$00): 162.4 59.3													\$1,583.37	\$1,089.02	\$1,089.02		\$6,372.82	
Total Cost: \$335,200.00												Total CPP/CPM:						
Total													59					
OCT 12 \$240,200.00												10						
NOV 12 \$95,000.00																		